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Screen Actors Guild ("SAG" or the "Guild") is the nation's largest labor union representing working actors. It is the collective bargaining representative for over 120,000 professional actors and performing artists. The Guild exists to protect and enhance actors' working conditions, compensation and benefits and to be a powerful, unified voice on behalf of artists' rights.

At any given point in time, there are tens, if not hundreds, of thousands of individuals, making, or attempting to make, a career and living through the use of their names, voices, likenesses, images, reputations – through their very personas. Through their hard work and sacrifice, many of these individual's personas will attain significant commercial value and may become the individual's greatest asset. For them, the cornerstone of their careers is the ability to exploit and control these valuable and immensely personal assets. Misuse of these assets by unauthorized parties can have a detrimental effect on an individual's career and financial interests, as well as the financial interests of the individual's beneficiaries. In addition, commercial exploitation of these assets by unauthorized parties serves to unjustly enrich the exploiters at the expense of the individuals whose time and effort created the assets' value.

Critical to preserving and protecting these assets are the right of publicity laws throughout the country intended to ensure that individuals can control how their personas are exploited. The Guild has a long history of supporting and helping to enact these laws. Unfortunately, the Guild cannot support the proposed bill before us today. We regretfully must oppose this bill as presently written, due, in part, to the expansive list of explicit exemptions to the right of publicity and to the limitations on enforceability of the right by the right's holders. We hope that further deliberation and input by all interested parties will lead to a right of publicity bill in MI that we can support.

**SCREEN ACTORS GUILD**

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